

Suggested brochure copy –

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Join National Infant Immunization Week April 14 - 20, 2002

Our Children are Counting on Us

Each year National Infant Immunization Week (NIIW) focuses the Nation's attention on the importance of early childhood immunization. It is when community, business, health and political leaders join together for an important purpose -- protecting our children's health through immunization.

Working Together We Can Make a Difference In Our children's Lives.

Childhood immunization coverage in the US is at a record high while vaccine-preventable diseases are at all-time lows. But much remains to be done and the need is great. Nearly one million children are still not fully immunized, putting them at risk for serious illness or even death. NIIW is a time to remind parents that immunization is the best protection for their children's health.

Protecting the Entire Community.

Immunizations protect the entire community by preventing the spread of disease and providing protection for those who can not be vaccinated. Measles, whooping cough, diphtheria, rubella, and polio, diseases that just a few years ago caused tremendous suffering and death, still circulate in the US and in many other parts of the world. These diseases can return with devastating consequences if we allow immunization coverage rates to fall. NIIW provides an opportunity to mobilize the community to ensure all children have a healthy start to life.

Help protect those who can not yet protect themselves. Start planning today for NIIW.

For more information contact Centers for Disease Control and Prevention.

CDC National Immunization Hotline, English, 800-232-2522 Espanol 800-232-0233

www.cdc.gov/nip

nipinfo@cdc.gov

Your local health department

or your local or statewide immunization coalition

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NIIW ideas in action

Every community, large and small, can play a vital role in protecting its children from vaccine-

preventable diseases. Here are a few suggestions. But the best ideas come from local communities. Share your ideas so other communities can benefit for your success.

Community

- Harness the power of the community by bringing together local groups, organizations, businesses, hospitals, churches, providers and political leaders to plan local NIIW activities.
- Plan to kick-off NIIW with an event, health fair, news conference or any other activity that will interest the media and draw public attention. A children's fair with clowns, balloons, gifts, pony rides, and other children's activities will attract parents and appeal to the media.
- Ask your governor or mayor to sign a proclamation for NIIW
- Organize a door-to-door education campaign to raise awareness about the importance of timely immunization.
- Ask local businesses for donations of money or in-kind gifts. The funds can be used for brochures, flyers, posters, billboards and other educational materials. Certificates to fast-food restaurants or other local businesses can be used as incentives.
- Recognize during an awards/appreciation luncheon community leaders and healthcare providers who have shown outstanding leadership in raising local immunization coverage rates.

Providers

- Develop localized patient-education immunization materials for health care providers.
- Help local providers set up a simple, inexpensive immunization reminder system.
- Encourage hospitals and health maintenance organizations to promote immunization in prenatal classes and during prenatal visits.
- Help local clinics develop strategies to reduce wait times and provide patient-friendly services.
- Hold in-service training seminars at medical, health, and social service agencies on record-keeping, eliminating access barriers, and reminder-recall systems.
- Encourage local hospitals to do a grand rounds program on immunizations.

Parents & Caregivers

- Work with local health departments, clinics and hospitals to promote neighborhood clinics.

- Distribute immunization material to social service agencies that serve children, such as foster homes, refugee centers, homeless shelters, and day care programs.
- Write an article or op-ed piece for the local newspaper.
- Encourage schools, churches, libraries, hospitals, and other groups to print articles in newsletters, post notices on bulletin boards, and make special announcements.
- Work with local media to sponsor and immunization awareness campaign.
- Post notices on Websites.
- Ask utilities and retailers to include immunization information with their billing statements and encourage employers to include educational materials with employee pay statements.